Advertising Age®

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100 Leading National Advertisers

Our exclusive annual guide to spending, account changes, marketing staff, performance and media mix

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NEWSPAPER

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100 Leaders parry recession with heavy spending

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By Marion L. Elmquist

The 100 top national advertisers of 1982 decided to spend their way out of the recession by increasing ad expenditures by 15.2%. Total spending by the leaders for 1982 was $17.1 billion, compared with $14.8 billion in 1981. Sales, however, were off 0.9%, dropping to $765.3 billion.

Some of the heaviest spending came from the leisure and entertainment area populated by Coca-Cola Co.'s Columbia Pictures, Gulf & Western Industries with its Paramount Pictures, MCA Inc., Mattel Inc., 20th Century-Fox Film Corp. and Warner Communications.

Warner Communications, for example, moved into the 25th position this year from No. 37 last year. The company raised its ad spending 46% to $232.2 million in 1982 from $159 million the year earlier. Much of Warner's spending was to support its troubled Atari division. In 1982, Atari spent $74 million in measured advertising media and in the first quarter of 1983 alone, it spent $14.5 million. Warner also puts advertising support behind its movies, television programing, record and music business and cable programing projects.

Gulf & Western had a 30% rise in spending, fueled by the biggest advertiser among its units, Paramount Pictures Corp. Another entertainment unit, Simon & Schuster, also added to the total ad budget.

Advertisers in other product categories—food, chemicals and toiletries, for instance—remained fairly even. But one among their members, Campbell Soup Co., emerged as a big spender: The food products company boosted advertising by 71% to $121 million from $70.8 million in 1981. That moved it to a rank of 52 from 74 the previous year. The spending increase came about as a result of the continued aggressive stance Campbell president R. Gordon McGovern has taken since he took over as president-chief executive officer in 1980. Included in Mr. McGovern's new program are acquisitions, new products and line expansions.

One story that hasn't changed in the leaders compilations is Procter & Gamble's dominance of the No. 1 ranking, which it has held since 1964. *(See chart on Page 160 tracing P&G spending over the last 10 years.)* Sears, Roebuck & Co. has continued to narrow the gap between the No. 1 and No. 2 positions and, if Advertising Age included local retail spending in its tabulations, Sears would surely wrest the No. 1 spot from P&G.

Procter & Gamble raised its spending by a modest 8% to $726.1 million in 1982, but at that rate of annual increase, it will take only four years—until 1986 (or the 1987 issue of 100 Leading National Advertisers)—until P&G passes the $1 billion ad spending mark.

Some of the most heavily supported products in P&G's domain were 15 laundry soap products backed by $130 million in measured media, seven bar soaps that received $56 million, five dishwashing products that got $50 million, paper products that received $75 million and personal care products that got $140 million.

As usual, there was jockeying for position in the top 10 list. General Motors Corp., fueled by heavy rebate spending, moved from No. 5 to No. 3. R.J. Reynolds Industries took the No. 4 spot, a significant jump from last year's No. 8. One reason RJR rose in ranking is because of its acquisition of Heublein last year. Ad spending for Heublein products contributed to RJR's total spending. Philip Morris Inc. dropped one notch, from No. 4 to No. 5, and General Foods Corp., which was No. 3 last year, is now No. 6. American Telephone & Telegraph Co. moved to No. 7 from No. 9;

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Marion L. Elmquist is editor of Advertising Age Magazine.

Rank	Company	Advertising
1	Procter & Gamble	$726.1
2	Sears, Roebuck & Co.	631.2
3	General Motors Corp.	549.0
4	R.J. Reynolds Industries	530.3
5	Philip Morris Inc.	501.7
6	General Foods Corp.	429.1
7	AT&T Co.	373.6
8	K mart Corp.	365.3
9	Nabisco Brands	335.2
10	American Home Products Corp.	325.4
11	Mobil Corp.	320.0
12	Ford Motor Co.	313.5
13	PepsiCo Inc.	305.9
14	Unilever U.S.	304.6
15	Warner-Lambert Co.	294.7
16	Beatrice Foods Co.	271.0
17	Johnson & Johnson	270.0
18	Colgate-Palmolive	268.0
19	McDonald's Corp.	265.5
20	Coca-Cola Co.	255.3
21	General Mills	244.4
22	Anheuser-Busch Cos.	243.4
23	H.J. Heinz Corp.	235.7
24	Batus Inc.	235.0
25	Warner Communications	232.2
26	J.C. Penney Co.	230.0
27	Ralston Purina Co.	220.0
28	Mattel Inc.	217.9
29	U.S. Government	205.5
30	Bristol-Myers Co.	205.0
31	Dart & Kraft	199.2
32	Esmark Inc.	197.0
33	Norton Simon Inc.	191.2
34	Consolidated Foods Corp.	178.0
35	Chrysler Corp.	173.0
36	Pillsbury Co.	170.4
37	Gillette Co.	163.0
38	RCA Corp.	160.1
39	ITT Corp.	159.1
40	General Electric Co.	159.0
41	CBS Inc.	159.0
42	Gulf & Western Industries	155.0
43	Kellogg Co.	154.2
44	Seagram Co. Ltd.	153.0
45	Eastman-Kodak Co.	142.8
46	Sterling Drug	140.2
47	American Cyanamid Co.	133.0
48	Chesebrough-Pond's	131.0
49	Time Inc.	130.1
50	Richardson-Vicks	129.3
51	Schering-Plough Corp.	123.5
52	Campbell Soup Co.	121.5
53	Beecham Group Ltd.	120.7
54	Mars Inc.	120.0
55	Nissan Motors Corp., U.S.A.	117.6
56	Revlon Inc.	113.0
57	Nestle Enterprises	112.5
58	Toyota Motor Sales	111.3
59	Quaker Oats Co.	106.1
60	Loews Corp.	103.9
61	Volkswagen of America	98.0
62	CPC International	96.7
63	American Express Co.	95.5
64	American Honda Motor Corp.	94.9
65	E.I. du Pont de Nemours & Co.	92.9
66	Trans World Corp.	91.6
67	North American Philips Corp.	90.6
68	SmithKline Beckman Co.	89.5
69	Union Carbide Corp.	83.7
70	MCA Inc.	80.1
71	Xerox Corp.	80.0
72	Clorox Co.	76.3
73	Greyhound Corp.	75.2
74	IBM Corp.	75.0
75	S.C. Johnson & Son	74.6
76	Brown-Forman Distillers Corp.	74.0
77	Miles Laboratories	72.3
78	American Brands	72.3
79	American Motors Corp.	72.0
80	Pan American World Airways	72.0
81	UAL Inc.	70.6
82	Mazda Motors of America	70.5
83	Kimberly-Clark Corp.	69.3
84	Wm. Wrigley Jr. Co.	67.0
85	Pfizer Inc.	65.7
86	20th Century-Fox Film Corp.	65.0
87	AMR Corp.	61.6
88	Hershey Foods Corp.	60.0
89	Eastern Air Lines	57.4
90	Stroh Brewery Co.	55.5
91	GrandMet USA	54.0
92	Royal Crown Cos.	50.3
93	Noxell Corp.	49.6
94	Delta Air Lines	49.3
95	Polaroid Corp.	47.8
96	Canon U.S.A.	47.0
97	Wendy's International	44.9
98	Hiram Walker Resources Ltd.	44.4
99	E&J Gallo Winery	42.9
100	American Broadcasting Cos.	42.8

Total ad dollars in millions: 1982